**DECLARATION AND POWER OF ATTORNEY**

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name, that I believe I am an original, first and joint inventor of the subject matter which is claimed and for which a patent is sought on the invention, design or discovery entitled:

Method and Apparatus for Matching A User's Use Profile In Commerce With A Broadcast

the specification of which was filed on August 24, 1999 and assigned Serial No. 09/382,372, and that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above; that I do not know and do not believe that said invention, design or discovery was ever known or used in the United States of America before my invention or discovery thereof, or patented or described in any printed publication in any country before my invention or discovery thereof, or more than one year prior to this application, or in public use or on sale in the United States of America more than one year prior to this application; that said invention, design or discovery has not been patented or made the subject of an inventor's certificate issued prior to the date of this Application in any country foreign to the United States of America on an application filed by me or my legal representatives or assigns; and that I acknowledge my duty to disclose information of which I am aware which is material to the examination of this application in accordance with 37 C.F.R. § 1.56 (a).

I hereby claim foreign priority benefits under 35 U.S.C. § 119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified any foreign application(s) for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

NONE

I hereby claim the benefit under 35 U.S.C. § 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application(s) in the manner provided by the first paragraph of 35 U.S.C § 112, I acknowledge the duty to disclose material information as defined 37 C.F.R. § 156 (a) which occurred between the filing date of the prior application(s) and the national or PCT international filing date of this application:

This application is a Continuation-in-Part of pending U.S. Patent Application Serial No. 09/378,221 (Atty Dkt. No. PHLY-24,669) entitled "METHOD AND APPARATUS FOR ACCESSING A REMOTE LOCATION BY SCANNING AN OPTICAL CODE," filed on August 19, 1999, which is a Continuation-in-Part of the following two pending U.S. Patent Applications: Serial No. 09/151,471 (Atty Dkt. No. PHLY-24,397) entitled "METHOD FOR

INTERFACING SCANNED PRODUCT INFORMATION WITH A SOURCE FOR THE PRODUCT OVER A GLOBAL NETWORK,” and Serial No. 09/151,530 (Atty Dkt. No. PHL Y-24,398) entitled “METHOD FOR CONTROLLING A COMPUTER WITH AN AUDIO SIGNAL,” both filed on September 11, 1998; the present application being related to the following pending U.S. Patent Applications: Serial No. 09/378,219 (Atty Dkt. No. PHL Y-24,668) entitled “INTERACTIVE DOLL,” filed on August 19, 1999; Serial No. 09/378,222 (Atty Dkt. No. PHL Y-24,670) entitled “METHOD AND APPARATUS FOR EMBEDDING ROUTING INFORMATION TO A REMOTE WEB SITE IN AN AUDIO/VIDEO TRACK,” filed on August 19, 1999; Serial No. 09/378,220 (Atty Dkt. No. PHL Y-24,703) entitled “METHOD AND APPARATUS FOR CONTROLLING A COMPUTER FROM A REMOTE LOCATION,” filed on August 19, 1999; Serial No. 09/378,216 (Atty Dkt. No. PHL Y-24,705) entitled “A METHOD FOR CONTROLLING A COMPUTER USING AN EMBEDDED UNIQUE CODE IN THE CONTENT OF VIDEO TAPE MEDIA,” filed on August 19, 1999; Serial No. 09/378,218 (Atty Dkt. No. PHL Y-24,706) entitled “A METHOD FOR CONTROLLING A COMPUTER USING AN EMBEDDED UNIQUE CODE IN THE CONTENT OF DVD MEDIA,” filed on August 19, 1999; Serial No. 09/378,217 (Atty Dkt. No. PHL Y-24,707) entitled “A METHOD FOR CONTROLLING A COMPUTER USING AN EMBEDDED UNIQUE CODE IN THE CONTENT OF CD MEDIA,” filed on August 19, 1999; Serial No. 09/378,215 (Atty Dkt. No. PHL Y-24,708) entitled “A METHOD FOR CONTROLLING A COMPUTER USING AN EMBEDDED UNIQUE CODE IN THE CONTENT OF DAT MEDIA,” filed on August 19, 1999; and related to the following co-pending U.S. Patent Applications filed on even date with the present application: Serial No. 09/382,427 (Atty Dkt. No. PHL Y-24,731) entitled “METHOD AND APPARATUS FOR OPENING AND LAUNCHING A WEB BROWSER IN RESPONSE TO AN AUDIBLE SIGNAL;” Serial No. 09/382,426 (Atty Dkt. No. PHL Y-24,732) entitled “METHOD AND APPARATUS FOR COMPLETING, SECURING AND CONDUCTING AN E-COMMERCE TRANSACTION;” Serial No. 09/382,424 (Atty Dkt. No. PHL Y-24,733) entitled “METHOD AND APPARATUS FOR TRACKING USER PROFILE AND HABITS ON A GLOBAL NETWORK;” Serial No. 09/382,425 (Atty Dkt. No. PHL Y-24,734) entitled “METHOD AND APPARATUS FOR DIRECTING AN EXISTING PRODUCT CODE TO A REMOTE LOCATION;” Serial No. 09/382,373 (Atty Dkt. No. PHL Y-24,735) entitled “METHOD AND APPARATUS FOR LAUNCHING A WEB SITE WITH A NON-STANDARD CONTROL INPUT DEVICE;” Serial No. 09/382,374 (Atty Dkt. No. PHL Y-24,736) entitled “METHOD AND APPARATUS FOR ALLOWING A BROADCAST TO REMOTELY CONTROL A COMPUTER;” Serial No. 09/382,371 (Atty Dkt. No. PHL Y-24,737) entitled “METHOD AND APPARATUS FOR LAUNCHING A WEB SITE IN RESPONSE TO SCANNING OF A PRODUCT CODE;” Serial No. 09/382,423 (Atty Dkt. No. PHL Y-24,739) entitled “METHOD AND APPARATUS FOR UTILIZING AN AUDIBLE SIGNAL TO INDUCE A USER TO SELECT AN E-COMMERCE FUNCTION;” Serial No. 09/382,421 (Atty Dkt. No. PHL Y-24,740) entitled “A COMBINED PRODUCT CODE AND INSIGNIA FOR SIGNIFYING AN INTERNAL INTERACTIVE CODE;” Serial No. 09/382,420 (Atty Dkt. No. PHL Y-24,741) entitled “DIGITAL ID FOR SELECTING WEB BROWSER AND USE PREFERENCES OF A USER DURING USE OF A WEB APPLICATION;” Serial No. 09/382,422 (Atty Dkt. No.

PHLY-24,742) entitled "UNIQUE ID FOR IDENTIFYING A USER AND FACILITATING AN E-COMMERCE TRANSACTION;" Serial No. 09/382,377 (Atty Dkt. No. PHLY-24,743) entitled "METHOD AND APPARATUS FOR LINKING A WEB BROWSER TO A PROMOTIONAL OFFER OVER A GLOBAL NETWORK;" Serial No. 09/382,376 (Atty Dkt. No. PHLY-24,744) entitled "METHOD AND APPARATUS FOR CONTROLLING A USER'S PC THROUGH AN AUDIO/VISUAL BROADCAST TO ARCHIVE INFORMATION IN THE USER'S PC;" Serial No. 09/382,375 (Atty Dkt. No. PHLY-24,745) entitled "METHOD AND APPARATUS FOR UTILIZING AN EXISTING PRODUCT CODE TO ISSUE A MATCH TO A PREDETERMINED LOCATION ON A GLOBAL NETWORK;" Serial. No. 09/379,699 (Atty Dkt. No. PHLY-24,747) entitled "NETWORK ROUTING UTILIZING A PRODUCT CODE;" and Serial No. 09/379,700 (Atty Dkt. No. PHLY-24,748) entitled "METHOD FOR INTERCONNECTING TWO LOCATIONS OVER A NETWORK IN RESPONSE TO USING A TOOL."

I hereby appoint:

Gregory M. Howison, Reg. No. 30,646
 Daniel V. Thompson, Reg. No. 29,706
 Mark W. Handley, Reg. No. 36,821
 Stephen S. Mosher, Reg. No. 33,974

of the firm THOMPSON & HOWISON, L.L.P., my attorneys with full power of substitution and revocation, to prosecute this application and to transact all business in the United States Patent and Trademark Office connected therewith, and to file and prosecute any international patent applications based thereon in any foreign country or before any international authorities under the Patent Cooperation Treaty.

Send Correspondence To:

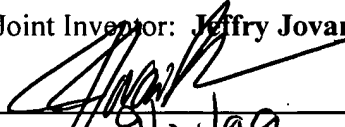
THOMPSON & HOWISON, L.L.P.
 P.O. Box 741715
 Dallas, Texas 75374-1715

Direct Telephone Calls To:

Gregory M. Howison
 at (972) 479-0462
 Atty. Docket No. PHLY-24,738

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full name of the First Joint Inventor: **Jeffrey Jovan Philyaw**

Inventor's Signature: 

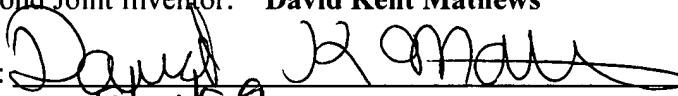
Date: 9/21/99

Residence (City, State): **Dallas, Texas 75225**

Citizenship: **US**

Post Office Address: **5968 West Northwest Highway #1813, Dallas, Texas 75225**

Full name of the Second Joint Inventor: **David Kent Mathews**

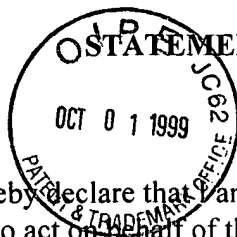
Inventor's Signature: 

Date: 9/21/99

Residence (City, State): **Carrollton, Texas 75007**

Citizenship: **US**

Post Office Address: **3438 Livingston Lane, Carrollton, Texas 75007**



STATEMENT CLAIMING SMALL ENTITY STATUS --
SMALL BUSINESS CONCERN

I hereby declare that I am an official of the small business concern identified below and am empowered to act on behalf of the concern:

DigitalConvergence.com Inc.
4264 Kellway Circle, Addison, Texas 75244

I hereby declare that the above-identified small business concern qualifies as a small business concern as defined in 37 C.F.R. § 1.9 (d), for purposes of paying reduced fees, in that (1) the number of employees of the concern including those of its affiliates, does not exceed 500 persons, and (2) the concern has not assigned, granted, conveyed, or licensed, and is under no obligation under contract or law to assign, grant, convey or license, any rights in the below-identified invention to any person who could not be classified as an independent inventor if the person had made the invention, or to any concern which would not qualify as a small business concern or as a nonprofit organization. For purposes of this statement, (1) the number of employees of the business concern is the average over the previous fiscal year of the concern of the persons employed on a full-time, part-time or temporary basis during each of the pay periods of the fiscal year, and (2) concerns are affiliates of each other when either directly or indirectly, one concern controls or has the power to control the other, or a third party or parties controls or has the power to control the other, or a third party or parties controls or has the power to control both.

I hereby declare that exclusive rights to the invention have been conveyed to and remain with the small business concern identified above with regard to the invention, entitled

Method and Apparatus for Matching A User's Use Profile In Commerce With A Broadcast

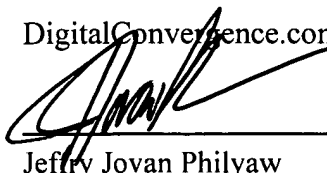
and for which application for Letters Patent of the United States was filed August 24, 1999 and assigned Serial No. 09/382,372 by inventor(s), Jeffry Jovan Philyaw and David Kent Mathews.

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small business entity is no longer appropriate. (37 C.F.R. § 1.29 (b)).

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and may jeopardize the validity of the application or any patent issuing thereon.

DigitalConvergence.com Inc.

By:


Jeffry Jovan Philyaw

Its: President

Date:

9/21/99